

## **NANENANE 2026 PARTICIPANTS INFORMATION NOTE**

### **Showcasing Innovation, driving agribusiness, connecting opportunities**

Theme: **Leveraging Market Intelligence: Enhancing Productivity Value Addition and Global Competitiveness**

**Dates:** 1<sup>st</sup> – 8<sup>th</sup> August, 2026

Registration Portal <https://nanenane.kilimo.go.tz>

### **1. ABOUT NANENANE 2026.**

The Nanenane Exhibition is Tanzania's premier agricultural platform and one of the largest multi-stakeholder agribusiness events in Tanzania. It serves as a marketplace, knowledge hub and innovation showcase, bringing together local and international actors across the agricultural value chain. Aligned with global exhibition standards, Nanenane integrates:

- Technology and innovation showcase
- Policy and investment dialogue
- Business-to-business (B2B) and business-to-government (B2G) engagement
- Farmer-centred learning and extension services

### **2. WHO SHOULD PARTICIPATE IN NANENANE**

Nanenane 2026 brings together a diverse range of participants, including:

- Farmers, livestock keepers, and fishermen
- Agribusiness enterprises and entrepreneurs
- Input suppliers (seeds, fertilizers, machinery, agrochemicals)
- Financial institutions and insurers
- Government institutions and regulatory bodies
- Development partners and NGOs
- Researchers, academia, and innovators
- Cooperatives and producer organizations
- International exhibitors and investors

### **3. WHY EXHIBIT AT NANENANE**

#### **3.1 Business & Market Access**

Agriculture is a key Sector of Tanzania's economy, accounting for about 65.5% of employment, contributing 24.6% to GDP and 130% of food security. The country produces a wide range of both staple and cash crops for domestic consumption and international markets. In recent years, Tanzania has exported substantial volumes of agricultural products, demonstrating strong potential for economic growth. Tanzania has continued to expand agricultural exports, with earnings increasing from USD 3.54 billion in 2023/2024 to USD 3.73 billion in 2024/2025 and projected to reach about USD 4 billion in 2025/2026. In addition, the use of formal digital trading systems has boosted sales of crops such as cocoa, green grams, lentils, pigeon peas, soybeans and sesame from 268,757.77 tonnes (TZS 896.91 billion) in 2024 to 713,618.72 tonnes (TZS 1.40 trillion) in 2025.

On the other hand, in 2023 the Livestock Sector contributed 6.2 percent to the Gross Domestic Product (GDP) and recorded a growth rate of 5 percent. In addition, the sector provides employment to 4.6 million households through the livestock value chain. The value of livestock has increased from TZS 30,489,866,668,000 in the 2023/2024 financial year to TZS 33,216,845,677,000 in the 2024/2025 financial year across all livestock categories contributed by investment in improving livestock sector.

However, there remains a need to improve access to market information, strengthen value chains, and enhance coordination among stakeholders, as these areas present important opportunities to boost productivity and increase value addition in the sector. Nanenane Exhibition will provide opportunities to participants within, regional and international to promote products and services, Access new markets and distribution channels as well as strengthen business connectivity

#### **3.2 Innovation & Learning**

Innovation and technology in agriculture remain a national priority. Over the past three years, the country has invested billions to expand irrigation infrastructure, recognizing its vast but underutilized potential. The Government is implementing 780 irrigation projects, of which 28 projects (23,528 hectares) have been completed; other projects are under implementation, aiming to support year-round farming and increase productivity. By adopting modern systems such as drip irrigation, center pivots and renewable energy-powered solutions, Tanzania can boost productivity, support year-round farming, and reduce reliance on unpredictable rainfall.

The 2026 Agricultural Exhibition will offer a valuable platform to showcase these technologies, promote climate-smart agriculture and facilitate knowledge sharing through demonstrations and interaction with local and international experts

### 3.3 Networking & Partnerships

Agricultural exhibitions create valuable opportunities for collaboration by bringing together farmers, investors, policymakers, and development partners to exchange ideas and build partnerships. They promote innovation while opening access to financing and markets across the agricultural value chain.

During the Nanenane event, participants can not only form partnerships but also engage directly with policymakers, regulators, Development partners and high-level decision-makers.

### 3.4 Brand Visibility

The exhibition provides a strong platform to boost brand visibility, showcase offerings to a targeted audience, and expand reach through media coverage and national campaigns.

## 4. EXHIBITION CATEGORIES AND SPACE ALLOCATION

### A. Standard Booths (Pavilions)

Booth Type	Size	Price/sqm
Small (9 m <sup>2</sup> )	3x3 (m)	1,000,000
Medium (18 m <sup>2</sup> )	3X6 (m)	2,000,000
Large (27 m <sup>2</sup> )	3x9 (m)	3,000,000

#### Note:

- Booth structure, branding, and customisation are not included.
- Participants are required to adopt **the given exhibition design standards** as shown in the link below (**link**)
- The costs above covers participation fee, generic branding surrounding the pavilions, walk way carpet and social services such as security, water, and electricity supply (Main line)

### B. Open exhibition Space

Category	Price Per M <sup>2</sup> (TSH)
Paved Area	20,000
Gravel Surface	10,000
Unpaved Earth	5,000

**Note Guideline:**

All open spaces must be professionally utilized in line with approved layouts and safety standards.

**5. SIDE EVENTS AND CONFERENCE PROGRAMME**

Nanenane 2026 incorporates a structured conference and side-event programme, similar to global agri-expos. Participants may organise:

- Technical seminars
- Policy dialogues
- Product and technology launches
- Investment forums and business meetings

**Facilities Available:**

- Fully serviced conference Hall
- Presentation and AV equipment
- Professional event coordination support

**Fee:** TZS **1,000,000** per hour

**Schedule:** To be confirmed upon bookings via the registration portal.

**6. SPECIAL PARTICIPATION CATEGORY****A. Demonstration Plots (Technology Showcases)**

Participants showcasing technologies through live field demonstrations will contribute **2,500,000** which includes

- Exhibition Participation
- General Security services
- Irrigation water supply throughout the growing period

**B. SME Entrepreneur Zone.**

This is a dedicated innovation space for small-scale entrepreneurs.

Participation fee, **TSH 150,000** to cover general services such as generic branding at SME entrance, water, electricity and pre-exhibition area preparation

### **SME will be eligible to:**

- **Get 30 M<sup>2</sup>** space for tent installation (5mx6m size)
- Meet Standardized booth design guidelines
- Cover costs for tent installation and branding

## **7. REGISTRATION PROCESS**

### **Step 1:** Online Registration

Visit, <https://nanenane.kilimo.go.tz/>

### **Step 2:** Select Exhibition Space

- Choose pavilion booth or open space
- Confirm location based on official layout
- Pay via control number or designated bank account

**Registration Deadline: 10<sup>th</sup> July 2026**

## **8. WHAT VISITORS CAN EXPECT**

- Cutting-edge agricultural technologies
- High-quality products from producers
- Training sessions and live demonstrations
- Business and investment opportunities
- Networking platforms and professional forums

## **9. SUSTAINABILITY AND GREEN EXHIBITION**

Nanenane 2026 adopts a “Green Exhibition” approach, aligned with global environmental standards:

- Maintain cleanliness within allocated spaces
- Use designated waste management systems
- Avoid environmental pollution
- Promote eco-friendly materials and practices

***“Green Nanenane – Protect the Environment, Safeguard Health”***

## **10. THE ROLE OF ORGANIZING COMMITTEE**

The Organizing Committee, under the Ministry of Agriculture, will:

- Ensure availability of services (electricity, water, security)
- Deliver standardized branding in pavilion areas
- Coordinate event programs and daily schedules
- Facilitate participant communication and support
- Issue exhibitor IDs and certificates of participation
- Ensure compliance with exhibition standards

## **11. ADVERTISING AND BRANDING**

Strategic advertising spaces available across the exhibition grounds at the rate of TZS 50,000 per m<sup>2</sup>. Participants are encouraged to adopt high-quality branding consistent with international exhibition practices.

## **12. CONTACT INFORMATION**

+255 733 800 200 | 0800 110 810- Ministry of Agriculture,  
nanenane@kilimo.go.tz,  
Avitha Byampanju +255 717 976 913  
**DODOMA, TANZANIA.**

*Secure your space early, Position your brand, Connect with the future of agriculture.*

Register now HERE: <https://nanenane.kilimo.go.tz>

